

ABSTRACT OF THE DISCLOSURE

A computer-implemented method determines which products are to be advertised as specials on web pages or in another form of advertisement, based on comparing scores generated for each product within a number of products offered for sale to predict the profit potential of the product. Preferably, the score is generated by multiplying a profit factor, indicating a profit for each sale, by a sales factor, determining the likelihood of selling the product, and by an inventory factor, which is included to prevent the advertisement of a product for which an inadequate inventory is held as a special. Preferably, web pages are automatically generated at a predetermined time with products having the best scores being advertised as specials.